

Portfolio Guidelines

The following information is provided to assist applicants to School of Design



RELEVANT FOR DOMESTIC & INTERNATIONAL UNDERGRADUATE APPLICANTS

1. Applicants who wish to enter the 1st year of any Bachelor of Design course are required to have the appropriate ATAR score and prerequisite subjects*, or equivalent. **You are not required to present a portfolio, or attend an interview.**
2. Any applicant *seeking exemptions or credits* for prior studies, as part of their entry to any Bachelor of Design course, **must submit a portfolio and/or show reel along with academic transcripts from any previous institutions.**

Following are guidelines for development of portfolios for those applicants seeking exemptions or credits (see 2 above) for undergraduate courses delivered by School of Design.

We recognise applicants will vary considerably in their backgrounds, and in order to advantage as many candidates as possible, the content of a portfolio is not prescribed.

Portfolio / Showreel Format:

- A consolidated PowerPoint, PDF, Flash or .MOV file on a CD formatted for both PC and Macintosh or, alternatively, on a DVD.
- Clearly label any submission with your name.
- Include necessary execution files such as QuickTime, Acrobat Reader, or Flash Player etc.

Applicants should consider the following in preparation of their portfolio:

1. Send electronic copies of your portfolio or showreel, no originals, as submissions will not be returned.
2. The portfolio or showreel is regarded as a professional visual résumé and should be treated as such.
3. Include an introductory slide with your name and contact details, and which course you are applying for.
4. If you have relevant work experience you may wish to include a slide of CV/ résumé highlights.
5. You may wish to include a 'personal statement' slide about your study intentions, why you have chosen this course, and why you should be selected.
6. In general, submit a collection of between 20 and 30 of your **best** and **most recent** work.
7. Seek to represent personal interests and abilities, in a professional manner.
8. Provide a small description of each project, especially if done during industry experience.
9. It is expected that your portfolio will demonstrate your ability to meet technical prerequisites such as a working knowledge of the 2D graphic applications Adobe Photoshop, Adobe Illustrator and Adobe InDesign or

multimedia software such as PowerPoint, Flash, and Adobe Director (or similar) as relevant to your chosen area of discipline specialisation.

Work may include:

- Drawing – with an emphasis on observational drawing skills and personal expression
- Photography – with an emphasis on visual storytelling as well as technique
- Design or Multimedia project work that demonstrates originality and problem-solving capabilities
- Visual and written documentation of the design development stages of a design project
- Finished examples (photographs, illustrations or renderings) of a 2D or 3D design project
- Design related work from another discipline
- Project work that demonstrates a visual narrative or sequence
- Group-based work you have been involved with (including a description of the extent of your involvement and contribution to the finished result).

For further information:

Domestic applicants:

Call 1300 ASK SWIN (1300 275 794) during operating hours 9am – 5.30pm AEST, or go to <http://www.future.swinburne.edu.au/>

International applicants:

Email international@swin.edu.au or go to <http://www.international.swinburne.edu.au/>

*Applicants who do not meet the ATAR or prerequisite requirements for Bachelor of Design courses are encouraged to follow Pathway or Guaranteed Entry Scheme (GES) options (see: www.future.swinburne.edu.au/pathways/)